

Douglas R. Circle





Value of Grower Contract

- Base of support for fresh strawberry market
- Predetermined Revenue Source
- Stability of price and volume for processor
- Ability to remain competitive in world market



Responsibility



Once the Season Starts...



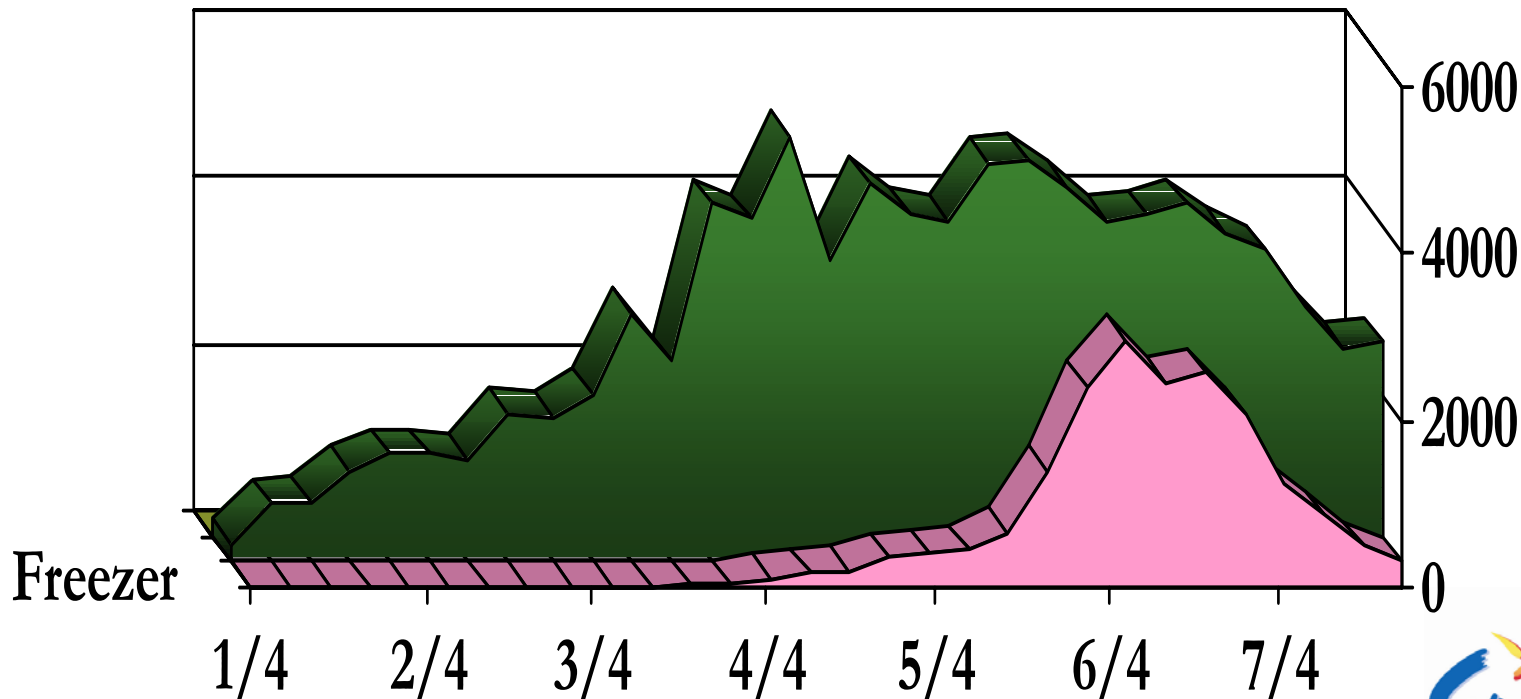
Fresh and Freezer Production

December
Start Picking

April
Peak Volume

Mid April
Switch to Freezer

May – June
80% Freezer Volume
Picked



Immediate Packaging Decisions



Product Line





Pre-Planning Necessary to Meet Customer Needs



Fresh v. Freezer Market

Fresh

- Highly Volatile
- Expandable Consumable
- Proximity to market important

Freezer

- Moves Slowly
- Commodity with relatively fixed demand
- Shipped and consumed over a long period
- World wide distribution



Picking for Processing



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Planning Future Crops



Value of Grower Contract

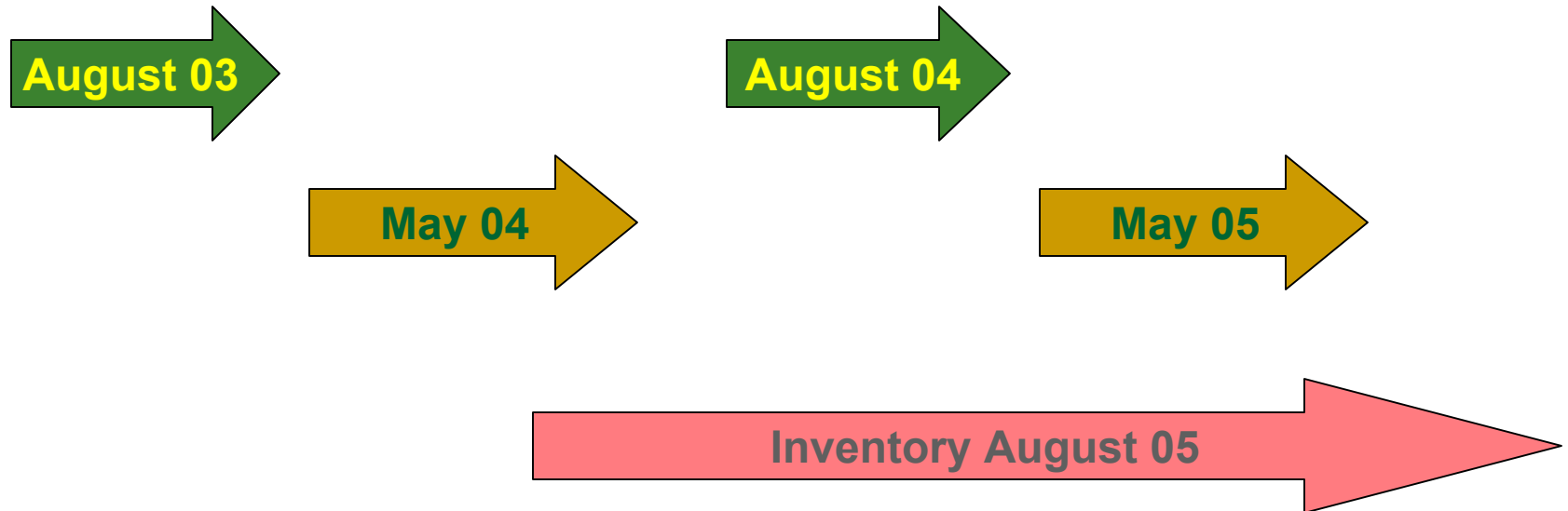
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Inventory Requirements



Contracting Timeline



Contracts with Customers



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California's Central Coast



High Regulatory Standards



Commitment to Research



Transportation Advantage



High Standards – Superior Quality



Experienced Farmers



We Know Berries



Freshest, Highest Quality

